



Photo and Media Advisory

For Immediate Release

Friday, October 5, 2004

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"Secondhand Smoke Revealed" -- 2004 "Science Fair" presented by the Utah Department of Health

WHO/

WHAT:

Presented by the Utah Department of Health and The TRUTH campaign, "Secondhand Smoke Revealed" is a special media "Science Fair," an interesting and educational way to kick off a new secondhand smoke advertising campaign emphasizing the normalcy and impact of an environment without secondhand smoke. "Secondhand Smoke Revealed" will detail the dramatic, true-to-life dangers of secondhand smoke through various demonstrations in a traditional "science fair" setting.

Demonstrations will include a chemical laboratory, a VOC (volatile organic compound) detector (used to compare the chemicals in car exhaust to those in secondhand smoke) and an exhibit featuring results from air-quality tests in recent weeks in Salt Lake City-area bars and clubs.

WHEN:

10 a.m.

Tuesday, November 9, 2004

WHERE:

Rocky Mountain Raceways Convention Center

6555 West 2100 South

West Valley City, UT

WHY:

There is overwhelming scientific evidence that shows more than 50,000 Americans die from secondhand smoke every year. Of those, 3,000 American non-smokers die from lung cancer caused by secondhand smoke, and another 35,000 nonsmokers die from heart disease related to secondhand smoke.

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